



RunSignup 101: Reports

Beginner-Friendly Walkthrough of Your Race Data

Meet the Onboarding Team



Whitney Taylor
Onboarding Account
Representative



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Onboarding Account Manager



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Manager



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Representative



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Onboarding Account
Representative



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Onboarding Account
Representative



Today's Agenda

- Where to find reports
- The most important reports to know
- Registration reporting
- Customizing reports
- The most common features reporting
- Key financial reports



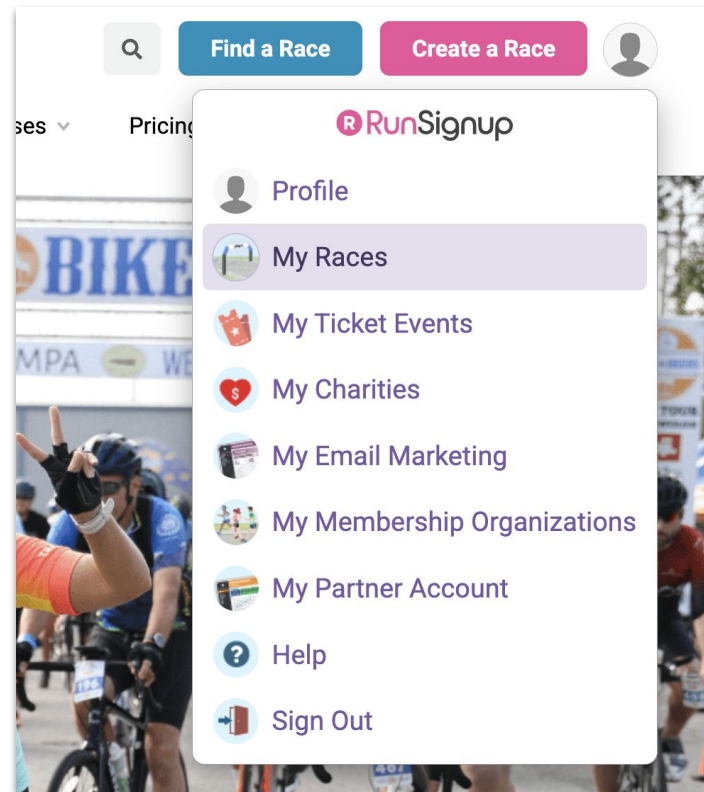


Dashboard Navigation

How to Access Your Race Dashboard

Access Point 1

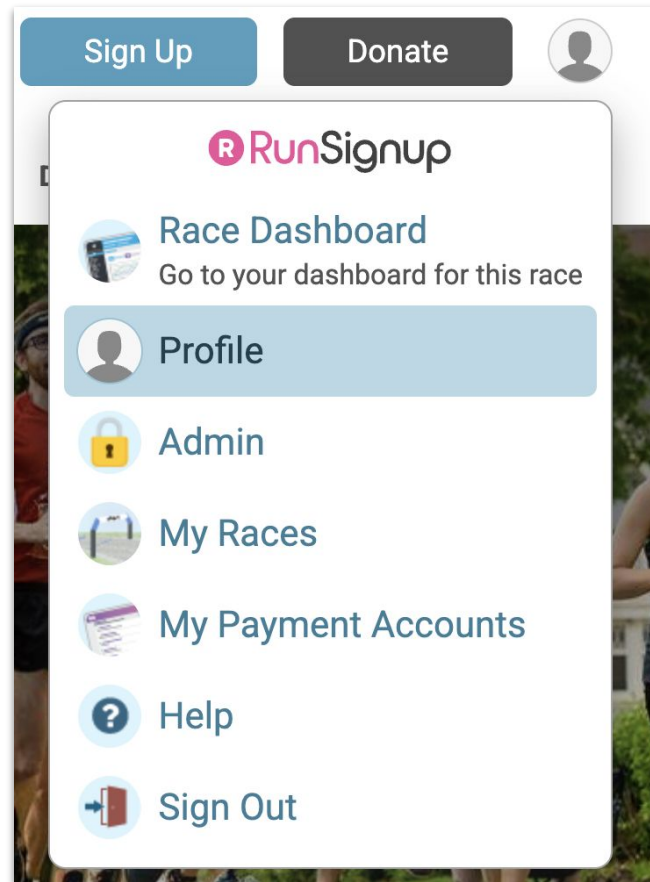
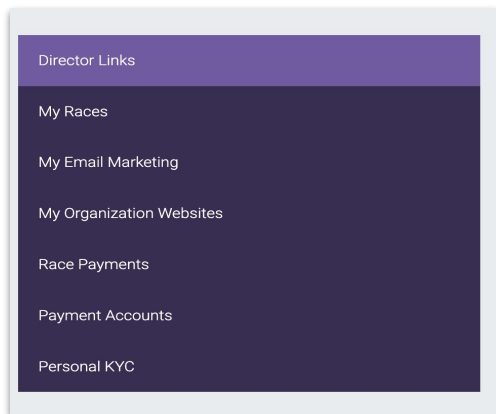
- RunSignup.com
- Log In
- Click on Profile Picture or Person Icon
- My Races



How to Access Your Race Dashboard

Access Point 2

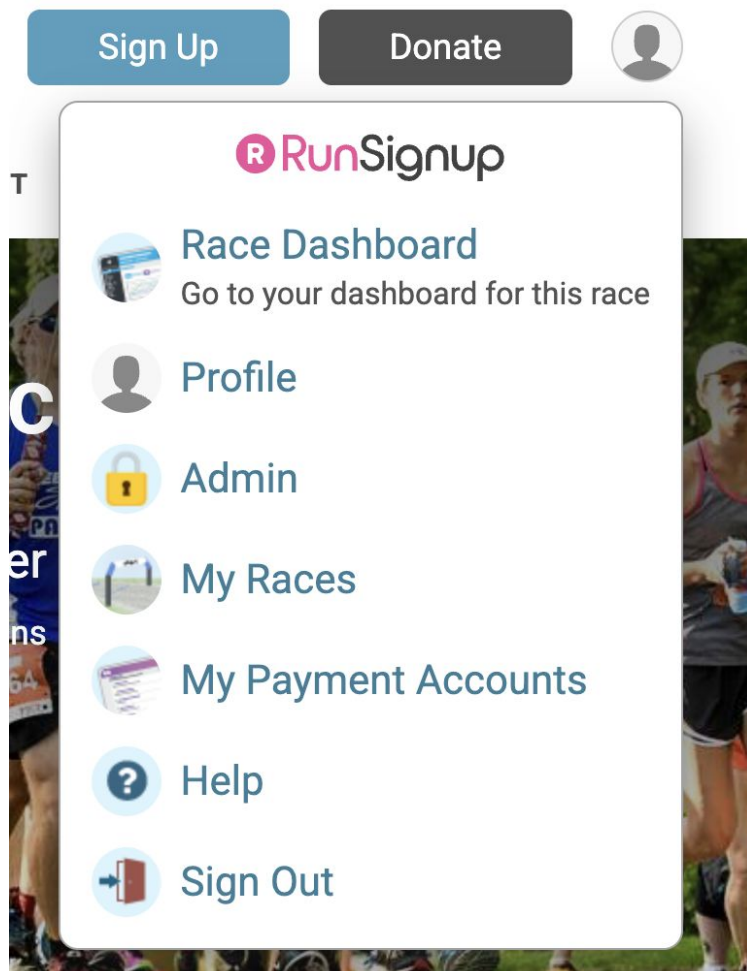
- Log in
- RunSignup Profile
(<https://runsignup.com/Profile>)
- Director Links (at the bottom)
- My Races



How to Access Your Race Dashboard

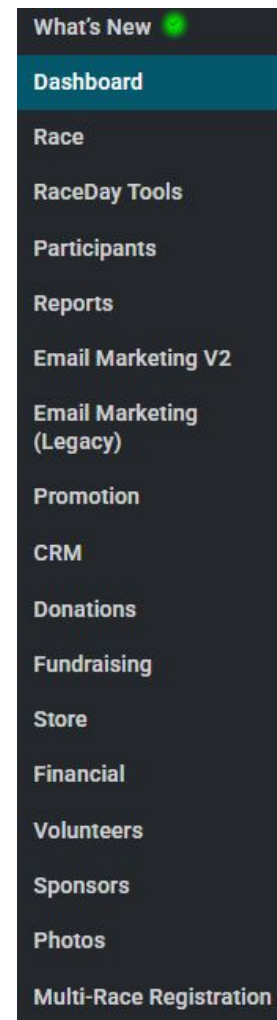
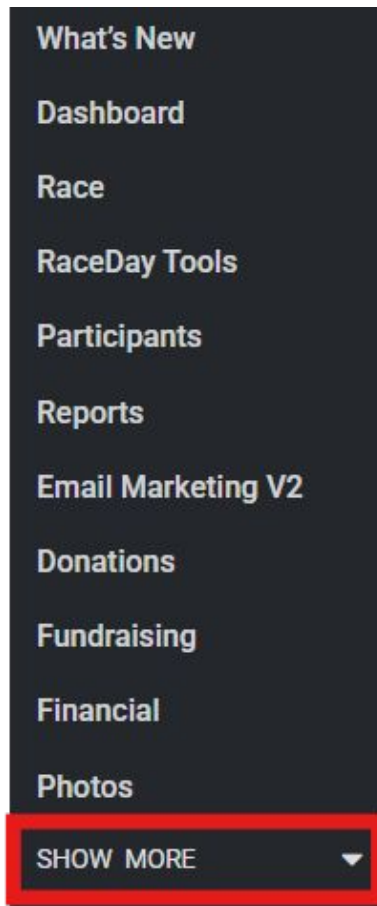
Access Point 3

- RunSignup race website
- Click on Profile Picture/Person Icon
- Race Dashboard



Dashboard Settings

- Menu Size
- Entire Dashboard



Menu Search

The image shows a screenshot of a web application interface for a race dashboard. On the left is a dark sidebar with a logo 'R' and the text 'RACE DASHBOARD'. Below the logo is a search bar labeled 'Menu Search' with a magnifying glass icon. A red arrow points to this search bar. The sidebar also lists menu items: 'What's New', 'Dashboard' (highlighted in blue), 'Race', 'RaceDay Tools', and 'Participants'. The main content area has a blue header for 'Mountain to Sea Race' with a dropdown arrow, the date 'May 15, 2026', and the location 'Pisgah Forest, NC 28768'. Below the header is a 'Race Dashboard' section with tabs for 'Overview', 'Transactions', 'Promotion', 'Demographics', and 'Registrations'. The 'Overview' tab is active, showing a 'Date Range' dropdown menu set to 'Last 7 Days'. At the top right of the main content area, there is a light blue banner with a search bar containing the text 'Search by Name, Bib, E-mail, etc.', a user profile icon, and three buttons: 'Race Status' with a green checkmark, 'View Website' with an external link icon, and 'Signups: 1,809' with a dropdown arrow.



Your Data Matters!

- Track & Understand participant trends
- Supports decision-making for events & marketing
- Improve marketing performance
- Monitor revenue in real time
- Saves time through automation and repeatable workflow

Dashboard Reports

- Participants
- Giveaway/Add-ons
- Group/Team Reports
- Donation Reports
- Marketing Reports
- Saved Reports

- Financial Reports

Reports

Participants

Not Registered

Giveaways/Add-ons

Group/Team Reports

Donation Reports

Shipping Charge Reports

Marketing Reports

USAT Reports

USSA Validation Report

Saved Reports



DASHBOARD
LOCATION

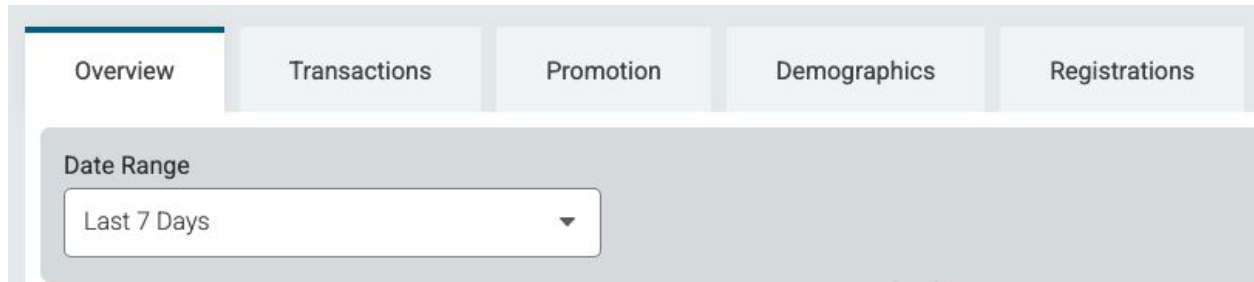
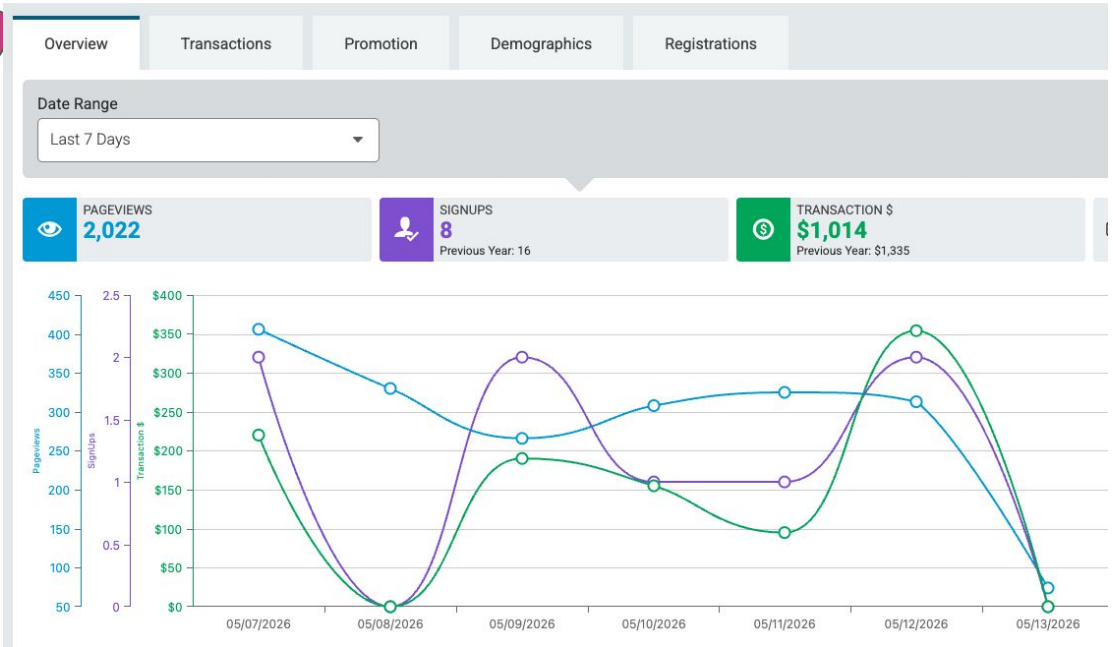
Reports



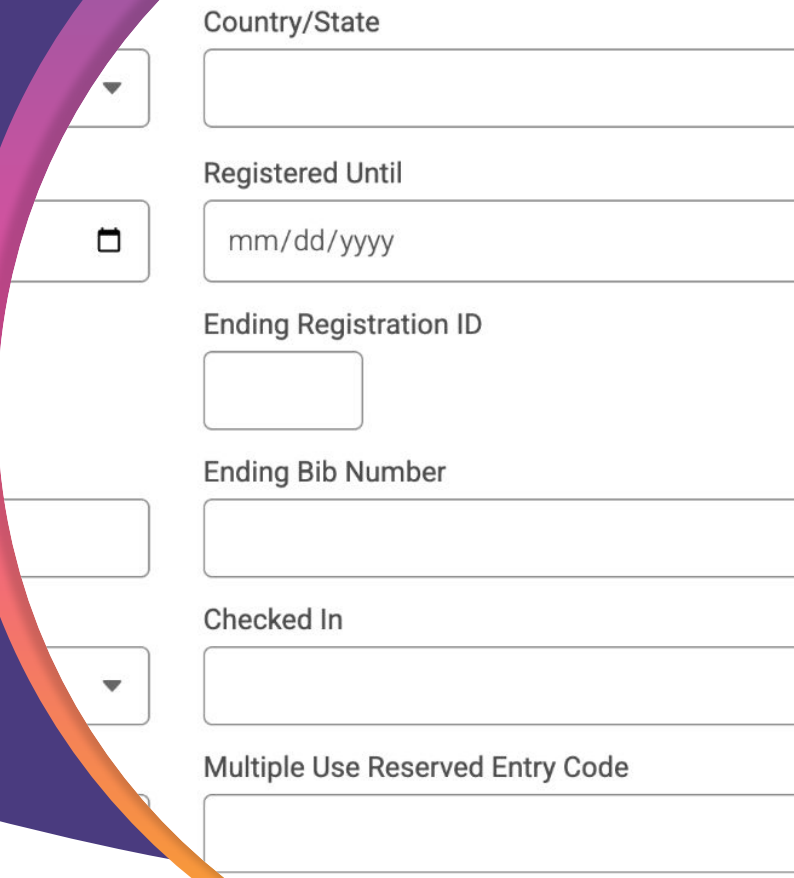
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Dashboard Overview Reports

Track data and date ranges,
Last 7 Days, Last 14 Days, Last
Month, Last Year, or a Custom
Date Range.



Registration & Participant Reporting



Country/State

Registered Until

Ending Registration ID

Ending Bib Number

Checked In

Multiple Use Reserved Entry Code

Participant / Registration Reports

- Search for participants
- Daily Registration Monitoring
- Sorting & filtering (event, registration status, pricing, date ranges)
- Exporting to CSV

Key Insights

- Total registrations
- Create check-in lists
- Review demographics
- Identifying trends over time
- refund/transfers

Search Participants

Search Common Fields Search All Fields

Event
--- All 5/15/2026 Events ---

First Name
Last Name

Advanced Event Selection v Exact Match Exact Address

Email Address Bib Number Order

Update Report Cancel

Page 1 of 1

REGISTRATION ID	NAME	EVENT	REGISTRATION DATE	GENDER	EMAIL	ADDRESS	STATUS	T-SHIRT	AMOUNT PAID
105729747	Thomas Sawyer	150 Mile Mountain Bike Ride	11/24/2025 12:23pm EST	Male	no@gmail.com	38 honeybee drive Asheville, NC US	Active		\$0.00

View Participants

- Primary way to view & manage participants in your race
- Basic Information at top
- Edit Registration
 - Edit participant's information such as giveaway size
- Manage Registration
 - Switch Events
 - Transfer
 - Refunds
 - Remove
 - Add-Ons
 - Custom Questions

View Participants

2025 - Youth Fun Run, 5K, Half Marathon, Full Marathon: 1 Participants

[Search/Change Event](#)
[Report Options](#)
[Export Options](#)
[Save as Custom List & Send Email](#)

Page 1 of 1

REGISTRATION ID	NAME	EVENT	REGISTRATION DATE	GENDER	AGE	EMAIL	SHORT SLEEVE T-SHIRT/LONG SLEEVE T-SHIRT	RACE FEE	AMOUNT PAID	EDIT REGISTRATION
97203921	Blaine Loman	5K	05/28/2025 5:22pm EDT	Female	47	blaine@runsignup.com	Medium	\$25.00	\$0.00	Edit Manage Profile Login as User



DASHBOARD LOCATION

Participants > View Participants



DASHBOARD LOCATION

Reports > Participants > View Participants

View Participants: Report Options

- Customize your participant report by using **Customize View**
 - **Pick From All Columns** will allow you to add fields to your report
 - Save selected columns to always show by default (per user)
- All boxes that are orange will be added to the report when you update

The image shows two overlapping screenshots from a web application. The background screenshot is the 'View Participants' page for '2023 - Event Name, Event Name 2: 1 Participants'. It has tabs for 'Search/Change Event', 'Report Options', and 'Export Options'. The 'Report Options' tab is active, showing a 'Build Custom Report' section with two sub-tabs: 'Pick Common Columns to Display' and 'Pick From All Columns'. The 'Pick From All Columns' sub-tab is selected, displaying a grid of fields with orange icons next to them, indicating they can be added to the report. The fields are organized into three columns and several rows, including personal information, registration details, financials, and other event-related data. At the bottom of this section, there is a checkbox labeled 'Make this the default report I see when I'm logged in.' and a note that 'Some race specific settings will not be included in the default.' Below this is a green 'Update Report' button and a 'Cancel' link.

The foreground screenshot is a 'Report Options' dropdown menu. It contains the following items: 'Search/Change Event', 'Customize View' (highlighted), 'Save Report', 'View Saved Reports', 'Summary Info', 'View Imports', 'Hidden Fields', and 'Graphical Reports'.

Waiver Agreement Report

- View waivers signed
- Search on participant
- Export Data

Waiver Agreements

1 Help

Name	Initials	Email
Waiver Signed Start Date	Waiver Signed End Date	Signed Online?
07/31/2025	mm/dd/yyyy	--- Any ---
12 : 00 AM	11 : 59 PM	
America/Los_Angeles Time	America/Los_Angeles Time	

Search

300 Agreements

REGISTRATION ID	WAIVER ID	WAIVER SIGNED DATE	SIGNED ONLINE?	AGREED VIA CHECKBOX?	ENTERED NAME	ENTERED INITIALS	ENTERED DATE OF BIRTH	ENTERED DATE	GUARDIAN AGREED VIA CHECKBOX?	GUARDIAN ENTERED NAME
#106262868	#257540	12/02/2025 4:49pm PST	Yes	Yes					No	
#106262468	#257540	12/02/2025 4:34pm PST	Yes	Yes					No	



DASHBOARD
LOCATION

Reports



Participants



Waiver agreements



Registration Summary Reports

- Overall Summary of Profit by Event
- Demographic reports
- Summary of Participants

All Events

Race Profit: \$22,020.00

[Demographics Report](#)

All Participants: 630

RaceDay CheckIn

In Person 8K

Race Profit: \$19,985.00

[Participants](#): 560

[RaceDay CheckIn](#)

[Graphical Reports](#)

[Duplicate Participants](#)

[Download Date of Birth Changes \(CSV\)](#)

In Person One Mile

Race Profit: \$2,035.00

[Participants](#): 70

[RaceDay CheckIn](#)

[Graphical Reports](#)

[Duplicate Participants](#)

[Download Date of Birth Changes \(CSV\)](#)

Age Groups



AGE GROUP	COUNT	PERCENTAGE
Under 18	70	11.11%
Ages (18 - 29)	85	13.49%
Ages (30 - 39)	139	22.06%
Ages (40 - 49)	150	23.81%
Ages (50 - 64)	120	19.05%
Over 65	66	10.48%
Total	630	100%



DASHBOARD
LOCATION

Reports



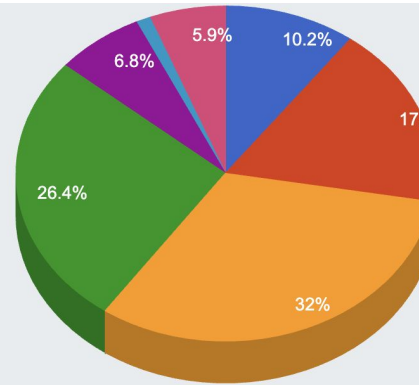
Participant



Summary

Giveaway & Add On Reporting

- Giveaway Summary Report
- Quantities & inventory impact
- Revenue from Add - Ons



GIVEAWAY OPTION	GIVEAWAY PRICE	GIVEAWAY QUANTITY	MALE / FEMALE	NO. REMAINING
XS	\$0.00	64	16 / 48	—
S	\$0.00	110	32 / 78	—
M	\$0.00	201	96 / 104	—
L	\$0.00	166	127 / 39	—
XL	\$0.00	43	32 / 11	—
XXL	\$0.00	7	7 / 0	—
No Shirt	-\$5.00	37	14 / 23	—
No Give-Away		2	—	—
		628	324 / 303	—



DASHBOARD
LOCATION

Reports



Giveaway/Add-ons

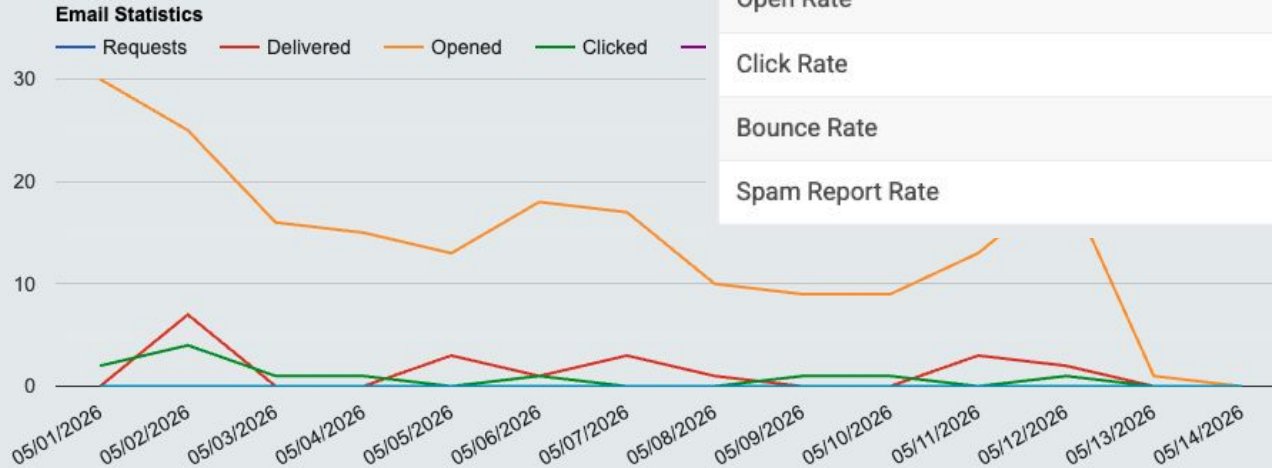


Choose the **Report**



Email Marketing Report

- Overall Summary of Profit by Event
- Demographic reports
- Summary of Participants



STATISTIC	VALUE
Requests	20
Delivery Rate	100.00%
Open Rate	980.00%
Click Rate	60.00%
Bounce Rate	0.00%
Spam Report Rate	0.00%

Team/Group Reporting

- Team roster reports
- Captain info
- Team participation totals

Caffeine Challenge Team Captain Report

Details

Basics (Caffeine Challenge Te

Event Date

Saturday June 6, 2026

Additional Report Options

☐ Include group sizes.
☐ Only include Caffeine Challenge Team if under minimum required members.

Download Report

Caffeine Challenge Team Member Report

Details

Basics

Event Date

Saturday June 6, 2026

Download Report

Compressed Caffeine Challenge Team Member Report

This report lists all groups with a single line per group. Each line contains two columns per group member, one for name and one for email address.

Event Date

Saturday June 6, 2026

Download Report

Top Caffeine Challenge Team Report

Number of Caffeine Challenge Team

25

Event Date

Saturday June 6, 2026

View Report



DASHBOARD
LOCATION

Reports

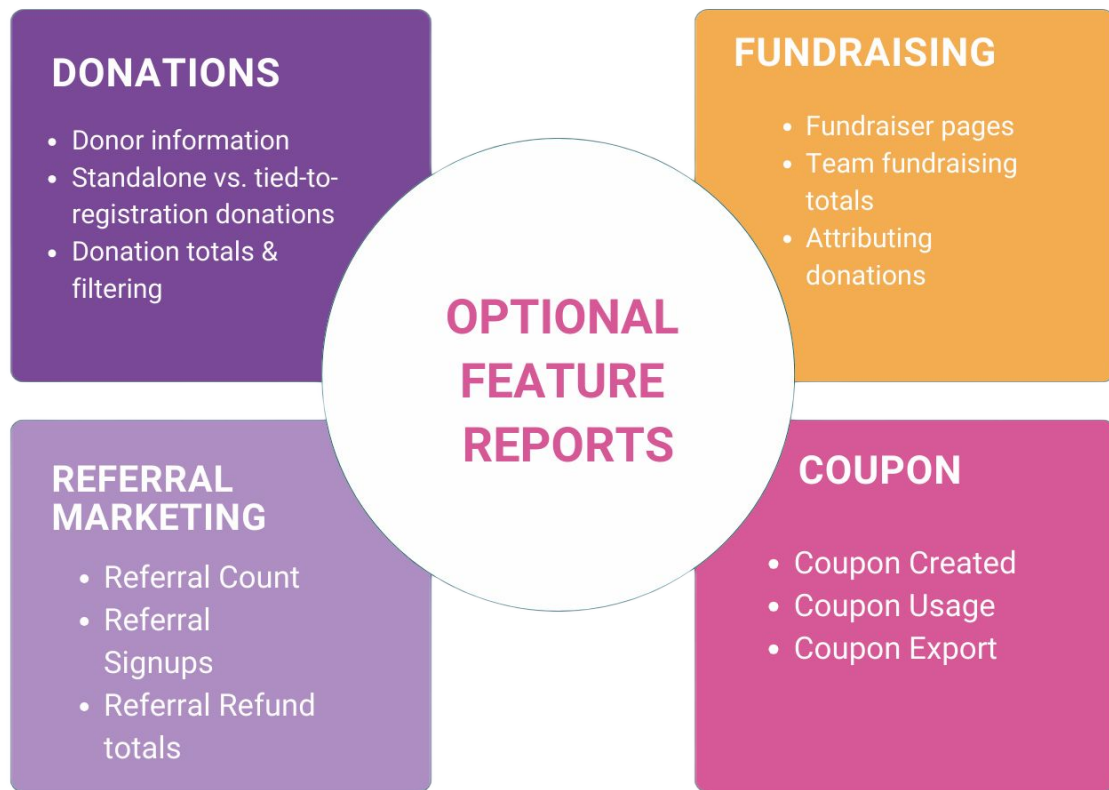


Group/Team Reports



Additional Features

Reporting Tools

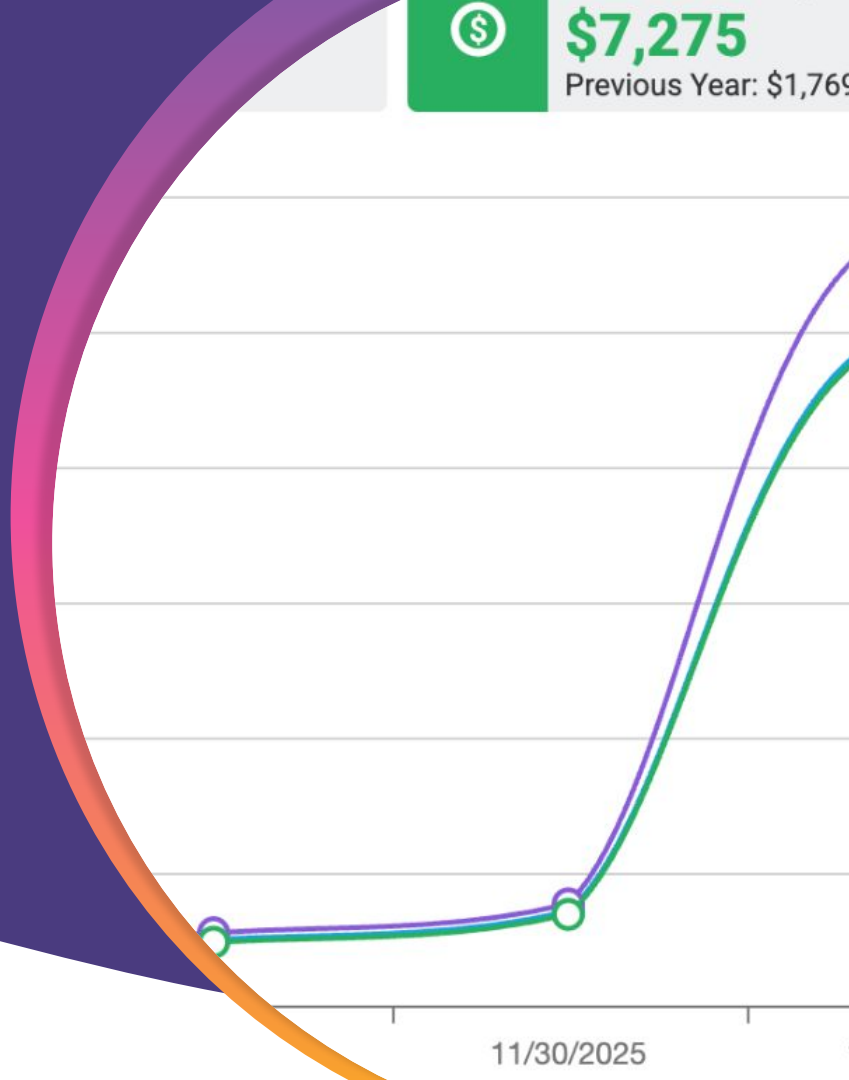




Financial Reports



\$7,275
Previous Year: \$1,769



Financial Summary Reporting

- Gross vs. net revenue
- Fees & adjustments
- QuickBooks export options

Totals

TYPE	EXPLANATION	TOTALS
Transactions	Total Credit Card Payments for your race.	
Transaction Processing Fees	Processing fees paid to RunSignup for your race.	
Refunds	This includes any refunds made for your race (e.g. registration refunds, store purchase refunds, etc.)	
Refund Processing Fees	RunSignup fee for processing refunds.	
Holdbacks	Funds being held for your race, primarily for refunds and chargebacks. ⓘ Details about your Race Reserve can be found here .	
Adjustments	See the description on each adjustment for more details.	
Owed to Race	Net Owed to Race	
Payments	Checks and Direct Deposits Made to the Race.	
Balance Owed	Net Owed to Race after Payments Made.	

Financial Summary

Event Date Search

Event Dates

Events on Sunday September 6, 2026

0 Help

Advanced Search

Detailed Summary

View Detailed Summary

Summary By Race Dates

Show Summary By Race Dates



DASHBOARD
LOCATION

Financial



Summary

Payout Reports

Payment Summary

Number of Payments 13

Total Payment Amount \$5,316.92

Remaining Due To Race \$5,615.23

	DESCRIPTION	VIEW/DOWNLOAD
Summary Reports		
Payment Report	Summary of each payment	Download Excel
Extended Payment Report	Extended details summary of each payment	Download Excel
Summary (Overall)	Summary of an individual payment including other races included in the payment.	View Download Excel
(Race Only)	Summary of an individual payment including only information for this race.	View
Event Registration Summary	View event registration summary associated with a payment.	View
Financial Summary	Summary of financials per race date.	View
Race Payments List	List of all payments to your race.	View Download CSV

Transaction Type Reports		
Race Payment Transactions	Download race transactions associated with a payment.	View Download CSV
Race Payment Registrations	Download race registrations associated with a payment.	View
Donation Report	Download race donations associated with a payment.	View
Store Purchase Report	Download race store orders associated with a payment.	View
Corporate Team Payments	Download corporate team payments associated with a payment.	View
Refunds Report	Download race refunds associated with a payment.	View Download CSV
Holdbacks Report	Download race holdbacks associated with a payment.	View Download CSV



Tips For Finding Reports YOU Need

Question To Ask Yourself	Best Report
How many registrations today?	Registration Report
Who still needs a bib?	Participant Report
How much money did we make?	Financial Summary
Which email worked best?	Marketing Reports
What sold in the store?	Store Reports



Key Takeaways

- Your Data Matters!
- Use reporting as a tool to help create clarity and improve decisions.
- Use trends, not snapshots.
- Customize to fit your needs.
- Data can help you save money, make money, and grow your event!



Thank You For Joining Us Today

For more information, visit us online at:

• runsignup.com •

